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Massachusetts



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The Peabody Chamber of Commerce

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16250 Ventura Boulevard • Encino, California 91316

Evanston, Illinois • Cambridge, Maryland

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Peabody At A Glance

POPULATION:

47,650.

POPULATION GROWTH:

1910—15,721; 1920—19,552; 1930—21,354;
1940—21,711; 1950—22,972; 1960—32,302; and
1970— 47,650.

The population growth during the 50-year period from
1910 to 1960 was 16,481 or 104.2 percent, with the
10-year period from 1960 to 1970 contributing 15,348
people.

LAND AREA:

16.91 square miles.

ESTABLISHED:

1626.

INCORPORATED AS A CITY:

1916.

LOCATION:

Peabody is located in Essex County in the north-
eastern section of Massachusetts, bordered by Lynn-
field on the west, Middleton and Danvers on the
north, Salem on the east, and Lynn on the south. It is
18 miles north of Boston, 238 miles from New York
City, and 90 miles from Portland, Maine.

CLIMATE:

Average annual snowfall—5.5 feet; mean temperature
in January—26.0 degrees; mean temperature in
July—72.4 degrees; mean annual precipitation—40.8
inches.

ALTITUDE:

Elevation range—50* to 265 feet above sea level.

GOVERNMENT:

Mayor-council; Special "Plan B" City Charter
authorized by the legislature; five councillors at large
and six ward councillors.

SPECIAL DISTRICTS:

Sixth Massachusetts Congressional District; Second
Essex Senatorial District; Fifth Essex District for
Representatives; and Fifth Council District.

HOSPITAL FACILITIES:

Josiah B. Thomas Hospital, located at 17 King Street,
Peabody, previously had 73 beds and served the
Peabody area only. New wings were constructed in
1962 and 1969. The hospital can now accommodate
many more patients. It has the most modern equip-
ment and facilities.

TRANSPORTATION:

Bus transportation is available locally and to nearby
cities, originating from the center of Peabody. Rail
freight is handled by the Boston & Maine Railroad.
Routes 1, 114, and 128 pass through the city for con-
venient access to all major highways. 15 trucking
companies serve the city. Logan International Airport
is 20 minutes away.

EDUCATIONAL FACILITIES:

In 1967 the school enrollment approximated 14,000
students in the 13 public and three parochial schools.
Also, Vocational High School offers electrical,
automotive, and machine courses. Evening classes
covering a number of subjects are held at the high
school.

CHURCHES AND SYNAGOGUES:

12 Protestant, five Roman Catholic, five Jewish
congregations, and one Greek Orthodox.

SHOPPING FACILITIES:

Retail stores in downtown Peabody carry a complete
line of consumer goods. Northshore Shopping Center
consists of 70 stores and parking facilities for 8000
cars. It is the third-largest shopping center in the
United States, serving 500,000 families in the North
Shore area.

RECREATION:

One park and 10 playgrounds with supervision and in-
struction. There are many organized baseball, soft-
ball, and bowling leagues.

UTILITIES:

Electric service is supplied by the Municipal Light
Plant. Gas service is supplied by the North Shore Gas
Co. Water service is supplied by the city from ground
and surface sources.

LIBRARIES:

Peabody Institute Library at 82 Main Street, the South
Peabody Library at 78 Lynn Street, and the West
Peabody Library at 571 Lowell Street.

NEWSPAPERS:

The Peabody *Times* (biweekly) at 54 Main Street.

INDUSTRIAL PARK:

15 concerns operating at Peabody Industrial Park on
Route 128, with over 3000 employees.



An Open Letter

Dear Reader:

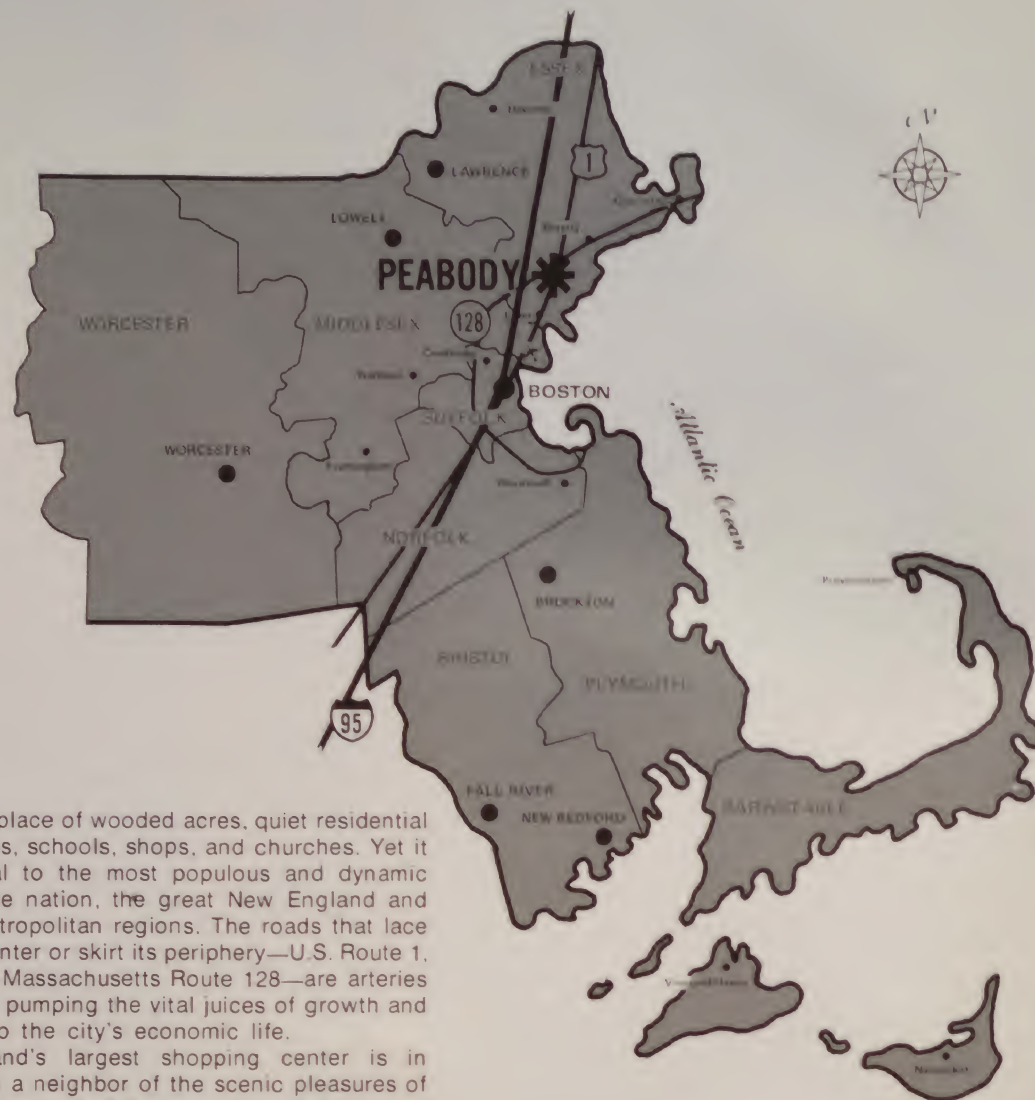
The Peabody Chamber of Commerce thanks you for this opportunity to introduce you to our community's yesterday, today, and tomorrow.

As you examine this brochure, you will find it portrays a truly balanced community. We have a unique population mix, having experienced large residential growth during the past 15 years.

We are not, however, a community without problems. We find that our growth has often outstripped our facilities. Yet, our political climate is excellent; our municipal government and our voluntary civic and business organizations continue to cope with and solve the problems that plague all the communities of our nation.

We ask that you look us over carefully. We are sure that you will find us a fine place to live, and to locate your business or your industrial plant.

Sincerely,
PEABODY CHAMBER OF COMMERCE



Peabody is a place of wooded acres, quiet residential neighborhoods, schools, shops, and churches. Yet it stands central to the most populous and dynamic markets in the nation, the great New England and New York metropolitan regions. The roads that lace through its center or skirt its periphery—U.S. Route 1, Interstate 95, Massachusetts Route 128—are arteries of commerce, pumping the vital juices of growth and prosperity into the city's economic life.

New England's largest shopping center is in Peabody. It is a neighbor of the scenic pleasures of the North Shore and of the mountains, forests, and fields of Massachusetts. Only 20 minutes from Boston, it takes what it needs and wants from the great urban center. For the rest, it goes and grows in its own ordered way.

Central To The Great New England Region

Fashion in leather starts with
Lawrence

Peabody, hub of the nation's leather industry, is headquarters for the country's leading tanner, the A.C. Lawrence Leather Co. The company has supplied fine leathers made by skilled artisans for over 100 years.

Since entering Peabody in 1894, Lawrence has led and continues to lead the industry with progress and innovations in tanning processes, machinery design, and new types of leather. The company has developed many special leathers such as leather for self-sealing gasoline tanks, tropical combat boots, washable hospital shearlings, perspiration-resistant shoe linings, waterproof uppers, impregnated sole leather, improved patent leather, and leathers with unusual decorative effects.

Leather, the oldest apparel material, is also the newest in today's fashions and—

Fashion in leather starts with
Lawrence

**SHEEPSKIN—CALFSKIN—PATENT
SIDE LEATHER—SHEARLINGS
SOLE AND BELTING LEATHER**

For information, write A. C. Lawrence Leather Co.,
A Division of Swift & Company, (Inc.), Peabody,
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43 Main St., Peabody

Phone 531-2990



THE ALLEN MOTOR HOTEL

Two minutes off Route 128 or Route One—in the heart of Peabody—is the North Shore's newest, most modern motor hotel. The price is right! For \$5 per person, the Allen Motor Hotel provides you with a handsome, soundproof room with wall-to-wall carpeting, double Slumberland bed, color TV, air conditioning, complete sprinkler system, Continental breakfast, free parking, and the most congenial atmosphere to be found on the North Shore.

At The Allen, you are close to everything ... two seconds to shopping in Peabody Center; five minutes to New England's largest shopping centers, beaches; 20 minutes to Boston, 30 minutes to top ski country; five minutes to golfing on the finest links and to historic Salem; minutes to New England's finest restaurants; and 30 minutes to Gloucester and Rockport.

Peabody Square, Peabody

Phone 531-0112



A Place Of Poise, Peace, And Prosperity

A good diversity of industry has chosen sites at Peabody's new, attractive industrial park



Comet Leather Finishing Co., an important contributor to Peabody's growth



Northshore Shopping Center, largest in New England

Peabody stands peacefully in eastern Massachusetts, a few miles north of the clattering metropolis of Boston. But what a difference those few miles make!

The broad acres of Peabody are green with growing things, spangled with flowers in spring and summer. Winter brings a deep mantle of snow to sparkle and glisten in the sunlight. In the fall, oaks and maples dress themselves in riotous color and fallen leaves crackle under the foot.

Yet, hard to believe, Peabody is an industrial giant, too. Its reputation as the "Leather City" of the world is well deserved. Although this trade has somewhat declined from a peak reached just after the first World War, the largest tannery in the world, A.C. Lawrence Co., a division of Swift & Company, is located here. So is Polypat Leathers, a company that has diversified its concentration on patent leathers. Other companies peripheral to the tanning and dyeing of leather—chemical producers, leather-machinery designers and builders, and, of course, manufacturers of finished leather goods—have joined the complex. Typical of these are New England Sportswear, a nationally recognized fashion name in leather coats and jackets, and Polyvinyl Chemical, producer of chemicals for the leather and plastics industries. Industries other than leather-oriented have found fertile ground here, also. The giant Eastman Kodak Company has a major division in Peabody: Eastman Gelatine Company, producer of photosensitive emulsions. Webster Industries, Division of Chelsea Industries, makes a variety of extruded plastics at its Peabody plant.

A wider diversity of industry has grown in Peabody

at the city's industrial park. Bicknell & Fuller Company, major manufacturer of corrugated containers, is there. So are a number of metals fabricators and machine shops such as Walbar Machine Products, manufacturer of aircraft turbine-engine components. This company recently has made two additions to its Peabody plant. Lawson Manufacturing, division of Amtel, Inc., makes clean-room equipment for the aeronautics industry. W.J. Young makes shoe machinery. Huse Liberty Mica was the first occupant of Peabody Industrial Park.

The city has recently zoned a generous 700 acres for industrial use, directly on Route 128, for the dramatic new industrial growth that is on the immediate horizon.

How Poise Is Accomplished

How can one community poise itself so nicely between pleasant suburban living and thriving industrial burgeoning? The answer is—room. Peabody lies on 16.91 square miles of scenic Massachusetts countryside. It has room for the largest shopping center in New England—Northshore Shopping Center. This giant is located at the intersection of Routes 128 and 114, making it accessible to a vast population.

Northshore serves as a community-oriented cultural and civic center also. Its lovely mall and its 350-seat auditorium are in constant use for exhibits, entertainments, and social and civic affairs of all kinds.

Northshore has room for over 8000 cars, and there's generous parking space in Peabody Square, too. The stores in Peabody Square are very well established, and generations of storekeepers and



Downtown Peabody—clean and inviting

customers have greeted each other across the counters on a neighbor-to-neighbor basis. A continuing upgrading of storefronts and interiors keeps the area neat and attractive—a most pleasant place to shop.

There are three smaller shopping centers in Peabody, mostly serving day-to-day family needs for goods and services. Two serve the western end of the city; one, the eastern.

Peabody has its own newspaper, the *Peabody Times*, a biweekly reaching 7000 families. Television and radio boom in from Boston and from a number of neighboring communities.

People Living In Harmony

There's an amazing diversity of ethnic origins among Peabody's people. The floods of immigration into the United States at the end of the past century and the opening decades of this century brought 22 distinct nationalities to Peabody, preceding the present exurbanite arrivals from Boston by many years. Irish, Italian, Greek, Turkish, Polish, Portuguese, Russian, and Chinese—they came. At first they grouped among themselves, preserving the ways of the home country and speaking its language. Then they became acclimatized to their new homes. Their children have grown up in Peabody as full-fledged Americans.

Two failures must be reported. The Turkish group for unfathomable reasons, returned to their homelands. A sizable group of Eskimos found the brisk New England winters too warm for their tastes and returned to the more hospitable climate above the Arctic Circle.

Religious Harmony, Too

Diversity of national origin among the peoples of Peabody is the reason for its large number of churches, and for the observable fact that all religions are well served by houses of worship. The city's St. Vasillios Greek Orthodox Church serves the entire region. It's a striking example of new architectural thought applied to traditional "onion dome" Greek Orthodox architecture. The city's oldest church, in terms of the gathering of its congregation, is South Church (Congregational). But South Church has a new structure now, designed in the Colonial motif.

St. John's Roman Catholic Church is of the European cathedral architectural style, dignified Gothic. Five houses of worship serve the Jewish population of the city. In all, the city has 23 houses of worship.

Stately and dignified South Church



St. Ann's Roman Catholic Church



Main altar of St. John The Baptist





CLAM SHELL CAFE

Once you've been here, you'll return again and again to enjoy the delicious food and warm, friendly atmosphere. Whatever your choice — succulent, tasty seafood platters, hearty, robust Italian cuisine, or sizzling, charcoal-broiled steaks, it will be prepared to order for you by the fine chefs at the Clam Shell Cafe. Enjoy your favorite cocktail with dinner.

For over 20 years, the fully air-conditioned restaurant has been popular with Peabody residents. It is the place to go for luncheons, dinners, business meetings, banquets, and receptions. The Clam Shell's party rooms will accommodate up to 150 people; you get the same wonderful food and outstanding service that the restaurant has become famous for.

Open daily until 1 a.m.

106 Main St., Peabody

Phone 531-9801



Then And Now - Always A Place Of Homes



While Peabody offers the full gamut of housing opportunities—private, multiunit, and apartment dwellings—the largest proportion of its people live in their own homes. Ownership of home and land is what most people came to the area for, starting with the Pilgrim forebears and continuing through today.

West Peabody and Mt. Pleasant offer delightful homes, tucked away in woodland settings in a broad range of prices, from \$30,000 to \$60,000 and higher. South Peabody is more moderately priced, its homes running from about \$18,000 to the mid-\$20,000 level. Gardner Park, just off the downtown section, is also moderately priced, and offers the advantage of close-in living to the urban center. Its prices are in the \$20,000 to \$30,000 range.

For those who prefer apartment living, Kross Keyes offers town houses and garden apartments, fully air conditioned and carpeted and with the use of a private swimming pool. A town house starts at \$260 per month; a large two-bedroom apartment at \$215. North Shore Gardens is the city's largest apartment-house complex, very close to Northshore Shopping Center.



Kross Keyes offers town houses and garden apartments at reasonable cost



Comfortable homes on generous lots abound in the city



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Phone 531-0242

Branch: 11 Maple St., Danvers, Mass.

Phone 774-0852



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- FRONT-END SERVICES
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- HIGH-SPEED ON THE VEHICLE BALANCING
- ROAD SERVICE—AIR-COMPRESSOR-EQUIPPED SERVICE TRUCKS
- RIMS AND WHEEL PARTS FOR TRUCKS

79 Foster St., Peabody

Phone 531-1748



Quality discount Stores

Whatever you want in the way of health and beauty aids, you'll find it at Quality Discount Stores, Inc. The shelves are well stocked with nationally advertised brands of cosmetics, patent drugs, and medicines, as well as cameras and photography equipment and supplies—and all are at Quality's everyday low discount prices. We are open 9-6, Monday-Thursday; 9-9, Friday; 9-6, Saturday, 9-1, Sunday.

One Main St., Peabody

Phone 532-2662

A Small Hospital With Large Capabilities

Modern equipment for up-to-date care at Josiah B. Thomas Hospital



When Josiah B. Thomas bequeathed a sum of money to the City of Peabody for the foundation of a hospital at the beginning of this century, he hardly could have envisioned the smart, modern institution that bears his name today. The original building, dating to 1907, has been fully modernized and modern new wings have been added to the original structure, the latest in 1969. Today, although small in size, Josiah B. Thomas Hospital is a medical center, city administered, fully accredited, with capabilities so extensive that only one percent of its patients need be transferred to other hospitals for unusual care.

The hospital serves not only Peabody but the entire surrounding area. It is the first hospital of fewer than 100 beds to adopt the Progressive Patient Care program. The hospital is organized into four zones of medical care, each patient being assigned to one of the four according to his degree of illness. He progresses from zone to zone, each permitting a greater degree of self-care, and each permitting substantially reduced fees. But even in the intensive-care zone, costs are far below regional levels. Yet, the hospital operates on its income. Efficiency is the reason.



Josiah B. Thomas Hospital, offering extensive and complete medical capabilities





In its continuous effort to minimize air pollution, Essex Bituminous Concrete Corp. utilizes the most highly efficient dust collectors in its asphalt and crushing operations.

In the process of crushing stone and heating it to be mixed with liquid asphalt, there is a certain amount of dust emitted into the atmosphere. Both of the firm's crushing operations in Peabody and Dracut utilize bag-type dust collectors; Essex was one of the first producers in the area to employ this type of collector. The company's asphalt plants are controlled by a series of cone-type collectors and wet scrubbers; these collectors are highly efficient and maintain our dust emission well within the state limits.

Since Essex was formed in 1931, its basic products have been processed sand, gravel, crushed stone, and bituminous concrete. Bituminous concrete is a plant-mixed paving material (commonly called hot top) that is a compound of stone, sand, and asphalt cement.

The bituminous concrete is sold basically in two ways: to private contractors who install the material with their own equipment, and to our customers where we install the material with our equipment. State agencies, municipalities, and private contractors in both Massachusetts and New Hampshire buy the products. The road equipment consists of mechanical asphalt spreaders, 10- to 14-ton rollers, road graders, compressors, too! trucks, and small rollers. At peak operating time, 125 people are employed; sales run between \$4 and \$5 million per year.



ESSEX BITUMINOUS CONCRETE CORP.

Main Office:

Russell St., Peabody, Phone 535-0794

Branch:

2140 Bridge St., Dracut, Phone 454-7878



Playing golf is a sheer delight on the rolling greens of the Salem Country Club in Peabody

Host And Neighbor To A World Of Fun

Peabody stands adjacent to Massachusetts' fabulous North Shore, a year-round playground without peer. In the summer, the broad, sunny beaches, washed by the open Atlantic, are a pleasure for everyone. Yachts balloon great white stretches of canvas to the breezes off Marblehead and Gloucester, and powerboats leave a pearly wake of white salt water. These places are more than famous. They are national centers of deepwater sport: yachting, fishing, bathing.

In the spring, the tender green of newborn shoots appears, and the woods take on a new birth. In the fall, the riotous colors of oak and maple are unimaginable to someone who never has walked a New England woodland trail.

Winter is sharp and invigorating. The Berkshire Mountains of Massachusetts, the Green Mountains of Vermont, and the White Mountains of New Hampshire lie hushed under a thick mantle of snow, crisscrossed in helter-skelter patterns left by skiers. Every major ski area in New England is within an easy two-hour drive.

Each season has its pleasures. Hunters roam the

fall hills, taking deer, pheasant, and other game. Salt marshes along the coast are a lure to birds of passage; duck and geese are taken in season. In the springtime, golfers forget the unmowed lawn for the velvet greens of Salem County Club in West Peabody, an 18-hole PGA-approved course. There's a public course in Salem, and three public courses in Lynnfield. Middleton has a par-3 course. None of these is more than 15 minutes from Peabody.

Fishing has some unique specialties here. You may have heard of Crane's Beach in Ipswich. No? Well, you've certainly heard of the famous Ipswich clam! Crane's Beach is one place where you fish with a shovel.

You'll need light freshwater tackle, too. The Commonwealth of Massachusetts is laced with ponds and streams. The Concord and Lexington area is less than an hour away, and so is Harold Parker State Forest. But right at home, Peabody has a delightful complex of parks and playgrounds.

Most spectacular is the enormous enclosed skating rink being built at Peabody's new high school. Constructed and operated by the State Department of Natural Resources on land donated by the city, it will be used for open skating during the day, and will seat 2000 for ice-hockey events in the evenings.

Emerson Park turns its 26 acres over to organized fun, league and "pick-up" baseball games. Brown's Pond freezes safe and solid in winter, and the crisp air rings to the clash of steel on ice. There's an indoor swimming pool being built at the new Peabody high school, to join municipal outdoor pools. There are "tot-lots" everywhere, safe places for toddlers to play. Tennis courts, basketball courts, and shaded areas for a simple moment's rest lie all about the city. The YMCA sponsors 12 organized softball teams and operates an active, all-season outdoor center. The city's Golden Age Club has 500 active—very active—members.

Nothing compares with the region for action-packed spectator sports. Boston is nearly next door, home of the Red Sox, the Patriots, the Bruins, and the Celtics. There's a wealth of semipro sports about the area, too. At home, the Peabody Tanners are Class A high-school football state champs.



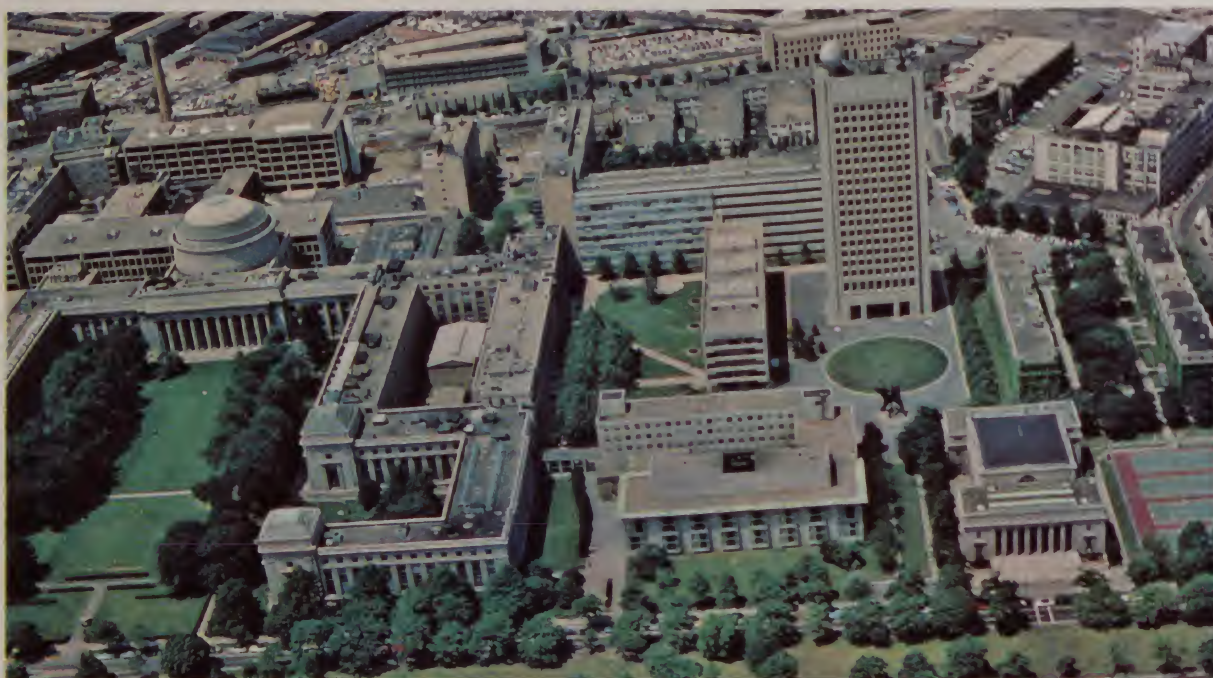
Tot lots for the younger set are scattered throughout the city



Action-packed spectator sports are as close as Boston

Next Door To "The Athens Of America"

Peabody's near neighbor is the most prestigious ring of institutions of higher learning to grace any place in the world. Harvard, Massachusetts Institute of Technology, Boston University, Boston College, Brandeis, University of Massachusetts, Tufts are only the best known of the institutions that comprise "The Athens of America." Women's schools of outstanding reputation . . . Wellesley, Radcliffe, Leslie, Simmons . . . all stand in close proximity to Peabody.



Aerial view of prestigious Massachusetts Institute of Technology



Youths receive excellent job training at the vocational-technical school



Bishop Fenwick High gives students a well-rounded education

Famous old Andover Academy and Phillips Exeter Academy are nearby. Salem State, once a teachers' college but now a highly regarded four-year general institution, is a next-door neighbor. North Shore Community College is in Beverly, teaching the arts and sciences and the technologies in a two-year, university-parallel, degree-granting program, or on a career basis.

It would be remarkable if the city's educational system did not reflect the quality and progressiveness of these institutions. Within the city system, curricula are constantly evolving to meet modern needs of education. Methods of instruction reflect the latest thought. The city employs the "track" system, identifying children by their abilities and offering them programs best suited to their needs, but there is fluid mobility among the tracks. Frequent testing permits a student to move upward, to benefit from enriched programs, to enjoy a greater degree of elective choice in mapping his own school career.

The system is as challenging to the teacher as it is to the student. The city exhibits a remarkable student-retention figure of 80 percent through completion of high school. Teacher retention is even better: 90 percent! The community is enthusiastic and supportive of education. Large capital expenditures have produced a sparkling new comprehensive high school that will provide for vocational as well as academic needs on one 56-acre campus. Plans are maturing to provide kindergarten schooling for all the city's children, parochial students included. After kindergarten, those preferring parochial education will go on to any of the three available parochial elementary schools, and then to Bishop Fenwick High School.

The city has an outstandingly well-equipped and professionally directed audiovisual resources center, including a videotape recorder. It is a participant in the North Shore communities educational-TV program.

Opportunities are unlimited for teachers. The salary schedule has been structured to reward increased competence, and upward mobility is integral within the structure. Every Peabody school administrator was at one time a classroom teacher.

Specialized teachers for exceptional children find ample rewards and challenges. The city takes great pains to identify handicaps, and to provide special classes, programs, and teachers that will encourage the development of each child to his utmost.



Bright-eyed youngster at McCarthy School



PATRICK M. CAHILL & SON FUNERAL HOME

Security, honesty, and dignity are the hallmarks of Patrick M. Cahill & Son, Funeral Directors. Established in 1911, this firm has undertaken the personal supervision of all details in time of sorrow throughout the greater Peabody area. You depend on the complete understanding of Patrick M. Cahill & Son as a comfort to family and friends.

20 Church St., Peabody

Phone 531-0472



P. J. WOODS & CO.

Patrick J. Woods Insurance Agency, Inc., makes your insurance work for you. This reputable firm, serving Peabody and surrounding communities since 1898, offers you continuing consultation privileges. It is alert to changes and ready to make useful and economical recommendations on life, homeowners, casualty, and other plans for individuals and businesses. At this agency, you're not just remembered at renewal time—you receive friendly, personalized service at all times. The firm also handles residential real estate.

40 Main St., Peabody

Phone 531-2777



LOMELIS BROS. SPLITTING CO., INC.

Service with pride has been the key to the healthy growth and continued success at Lomelis Bros. Splitting Co., Inc. This, along with its quality dry splitting, modern equipment, and on-time completion of projects, has established this firm as a leader in the leather-splitting business. The firm—in business for over 18 years—serves the leather trade locally and nationwide. Rubber, cork, and felt are also split by Lomelis Bros.'s experts.

16 Winter St., Peabody

Phone 531-4670

FRANCIS L. CONWAY & SONS FUNERAL HOME



Thoughtful, dignified services within the means of any family have been offered by Francis L. Conway and Sons Funeral Home since 1894. The capable staff at this family-owned-and-operated business handle all arrangements while acting as a source of comfort to family and friends. The fully air-conditioned facility has a beautiful, softly lit chapel and comfortable visitation rooms. Member of The Order of the Golden Rule.

12 Chestnut St., Peabody
Phone 531-0398



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Phone 531-5536

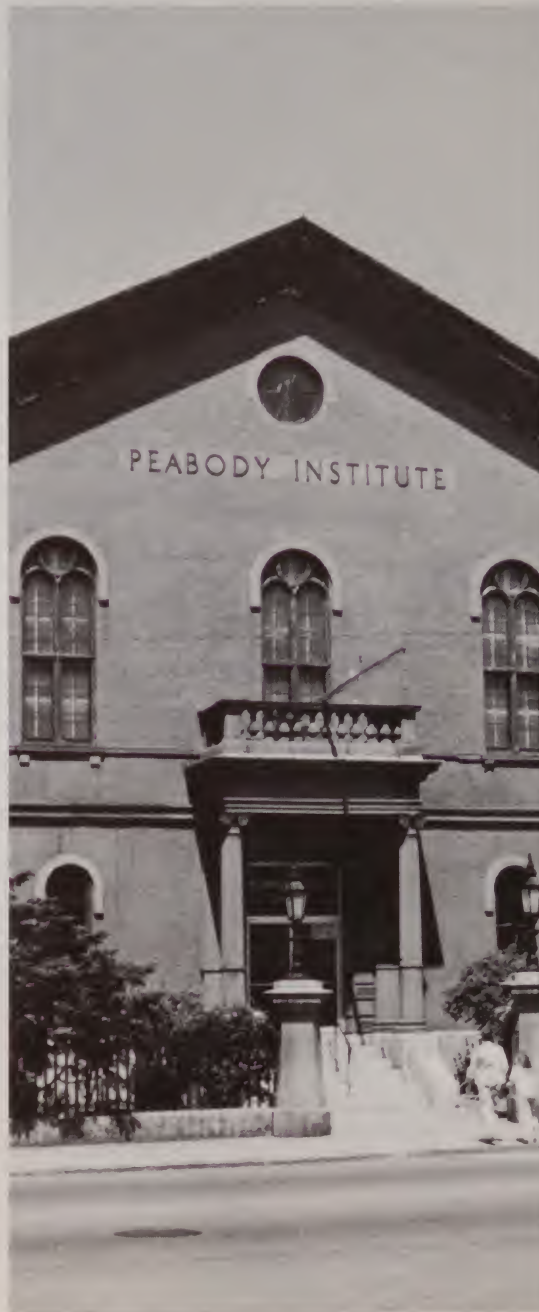
The Golden Heart Of The City

Peabody Institute Library is more than a fine collection of books, records, periodicals, and other library materials. It is, in a very real sense, the heart of the city. It was given to the city by George Peabody in 1852. The famous golden-framed portrait of Queen Victoria, presented to George Peabody by the lady who gave her name to an age, stands in a vault, open to view, surrounded by the other honors the Great Benefactor earned in his lifetime. From this spot on the main floor of the library flows the spirit of civic pride and cooperation that marks Peabody.

The library consists of its main building in Peabody Square, a new branch in West Peabody, and another in South Peabody. In addition to a comprehensive collection of standard circulating and reference volumes, the library houses the fascinating Eben Dale Supplement Reference Library, a replica of an old Oxford University library, with emphases on the history and manufacture of leather and on heraldry. The library houses a rare collection of Audubon Bird Books, one of only 25 complete collections of its kind in the world. Art and architecture are subjects of unusual interest, and special collections in these subjects grace the library's shelves.

A member of the Eastern Regional Library System, Peabody Institute Library makes available an unlimited collection of books, phonograph records, films, art prints, and other materials through formal inter-library loan arrangements. It is open Sunday afternoons and weekday evenings in addition to normal library hours.

The Peabody resident is blessed with access to one of the world's great cultural centers. Boston is just a few minutes away. The great Boston Symphony and the Boston Pops Orchestra . . . the theaters, galleries, and museums of the city . . . are at fingertip distance away. The surrounding region is a center of year-round stock and repertory theater also.



Peabody Institute Library houses fine special collections in addition to standard library materials



Outdoor art exhibit on Main Street



The famous Victoria Portrait . . . golden heart of the city

A Government That "Gets Things Done"

Peabody's governmental structure is defined by a Massachusetts Special "Plan B" charter: a "strong" mayor, popularly elected, with broad appointive and fiscal powers, and an 11-member city council. One councilman is elected from each of the city's six wards, and five are elected at large. Elections are nonpartisan, and all tenures of office are coterminal.

To this mandated structure, the city's administration has added several factors. A full-time ombudsman is available at all times to hear complaints and to assist in the correction of any injustice. He is,

in a sense, the people's defender. Members of the city's 100-man police force are trained at the state police school, and better than half are undergoing specialized training in sociology and sensitivity. On the near horizon are several special service departments within the force, administered by police officers who have completed training in youth problems, in community-police dialogue, and others. "Skimo," the city's police dog, was trained by an officer on his own time and now walks a beat with his master, guarding school premises and other public property against intruders.

The city's fire department is fully professional, very well trained, and equipped with the latest and best of equipment. New schools, new industrial zoning, a new computerized system of city bookkeeping—these are all recent innovations of a progressive and energetic administration.

While civic services are at an extraordinarily high level, taxation is remarkably low! This seemingly self-contradictory situation is made possible first by dedicated efficiency and productivity on the part of all city employees, and second by the city's ability to fund its activities with resources other than taxes. The city owns its own electric power-distribution system. It generates one third of needed power and bulk-purchases the remainder. Rates to users are low, and the profits are turned back into the city's coffers. Capital improvements of this nonprofit city corporation, the Peabody Municipal Light Department, are obtained from profits, and a new gas-turbine generator has just been installed to further improve generating efficiency.

Water, of excellent quality and abundant quantity, also is city-supplied. Peabody has just expended \$4 million on a new water plant and pump station. Impoundment of 350 million gallons and a new reservoir assure more than adequate supply of potable and process water for the foreseeable future.

North Shore Gas Company distributes natural gas throughout the entire city for domestic and industrial use. Telephone service is provided by New England Bell, a subsidiary of the giant Bell System.

Centennial Industrial Park, 700 acres of new industrial land availability at Route 128 and I-95, is a forward-looking project of Peabody's government in cooperation with the Commonwealth. Roadways, rail service, and utilities will serve this new industrial area.



Hon. Nicholas Mavroules, Mayor of Peabody



G. R. KIRBY COMPANY

Kirby has revolutionized the vacuum-cleaning business with its quality products. Since 1906, when its first cleaner was introduced, the firm has been actively engaged in a constant research-and-development program to always make the best products for its customers. All equipment has a lifetime service warranty. The dealership in Peabody is the oldest authorized Kirby sales and service dealer on the North Shore; it has a full line of household and industrial cleaning equipment.

77 Main St., Peabody

Phone 532-1133



ZOLOTAS HARDWARE & SUPPLY CO.

Founded in 1945 by the Zolotas Brothers—George, John, Stephen, Charles, and Nicholas—this firm today is one of Peabody's largest retail and wholesale hardware and supply houses. Besides its complete selection of paints, plumbing equipment, electrical heating, and builders' supplies, Zolotas Brothers—licensed contractors—offer a single source of responsibility for all your electrical, plumbing, decorating, and painting projects. For total satisfaction and security, specify this firm.

76 Walnut St., Peabody

Phone 531-1025

Founded



1904

- Adam Hats
- Arrow Shirts
- Bates Floaters
- Farah Slacks
- Griffon Suits
- McGregor Sportswear
- Mavest Sport Coats

ALPERS
at Peabody Square

- Mighty-Mac
- Pendleton
- Puritan Sportswear
- Roblee Shoes
- Wall-Streeter Shoes
- Weldon

We operate a quality clothing store for men and boys. Our constant aim is to sell good merchandise and to give good service. The continued loyalty of our many customers is proof of this persistent effort.

ALPERS

"Where Personal Service is a Tradition"

10 Foster St.

Phone 531-1899

Easy parking opposite our store



Stockwell Funeral Home

Provide the perfect tribute at Stockwell Funeral Home. This well-respected mortuary fills an important need in the community and is dedicated to serving all religions. Within its beautiful, warm setting, families for many years have found solace and understanding in their time of need. The air-conditioned facility has spacious and comfortable rooms. Serving since 1894.

114 Central St., Peabody

Phone 531-0076



MCMAMARA'S
(CARL E. NELSON CO., INC.)

Peabody residents have been buying their spirits from McNamara's (Carl E. Nelson Co., Inc.), for more than 34 years. This purveyor of ales, wines, and liquors—one of the oldest in the area—is conveniently located in the heart of downtown with excellent parking. Free delivery service is available. Why not call for your next party?

12 Foster St., Peabody

Phone 531-0979



JEFFERSON INDUSTRIAL SUPPLY, INC.

Repeat business accounts for much of our success. Our satisfied customers return again and again, and send their friends. For over 15 years, we have been a reliable source of industrial supplies for builders and contractors in the Peabody area; we offer quality merchandise and dependable service. See us for pipe valves, fittings, hoses, hydraulic hoses and assemblies, traps, strainers, and regulators.

19 Howell St., Peabody

Phone 531-5500



BARNEY SINGER COMPANY, INC.

The Barney Singer Co., Inc., was founded in 1964 in the old Hunt Rankin Leather Building in Peabody for the purpose of providing a unique service for the local split tanners. The company unloads freight cars and trailers of untrimmed splits. After trimming these splits they are returned to the respective tannery.

In 1966 Barney's son Martin came (from Brezner Tanning Corp.) to work with him. Since 1964 the company has steadily grown and has become the largest split trimmer in Peabody and also the largest exporter of chrome shoulders in the country.

P.O. Box 151—Summit Street
Cable Address—SINGER

Phone (617) 531-4311 & 531-4312
Telex No. 949322



SUMMIT TERMINALS, INC.

In 1956, the present owners of Summit Terminals, Inc., combed the entire state to find a suitable area for modern warehousing and truck-terminal operations. After extensive search, they purchased the former Hunt-Rankin Leather Co. property, consisting of 40 acres. Today, they proudly disclose that there are over 20 firms operating terminals, warehouses, and kindred leather firms. Much of this progress may be attributed to the foresight of the past and present city administrations.

P.O. Box 366, Peabody

Phone 531-5532

Mobility For People And Products

Peabody stands on or adjacent to every major roadway in the Northeast! U.S. Route 1, the historic trunk road of the East and still a major route for goods and people moving north and south to markets everywhere, runs directly through the city, acting as a divider between West Peabody and Peabody Square. Just north of Peabody, Route 1 intersects Interstate 95, today's miracle of high-speed road transportation from the Canadian border to the tip of the Florida Peninsula. All the markets of the Northeast, the Atlantic Seaboard, and the South lie strung out along I-95, bringing Peabody into intimate contact with the bulk of the nation's purchasing power and population.

Massachusetts Route 128 begins its circumferential sweep around the Boston region at Gloucester, and passes on Peabody's northern boundaries. Route 128 is a great golden arm, encompassing within its semicircle the most significant concentration of sophisticated space-age industry in the nation.

Route 114 meets Route 128 in Peabody (the immense Northshore Shopping Center is at the intersection) to provide easy access to Peabody's neighbor communities: Salem, Marblehead, and others. Because of its ideal location, central to the economic heart of the region, more than 15 trucking companies are headquartered in the city. The Boston & Maine Railroad runs its main line through the area.

Peabody lies very close to the rapidly expanding age of air transportation too. Logan International Airport, served by every first-level airline, by every second-level feeder in the East, and by a number of third-level charter and air-taxi services, is only 20 minutes away, in East Boston. Boston Harbor is the same distance, and the seaport of Providence is reached in less than an hour.



Boston—and all its amenities—is very near to Peabody



Intersection of U.S. Route 1 and Massachusetts Route 128, Peabody

It Began At The Beginning...

Peabody began, in a real sense, with the very beginnings of America. In the first years of the existence of the Massachusetts Bay Colony, settlers worked their way west from the coast to found and settle the town of Salem. A century later, Salem was separated to form the town of Danvers, and Danvers became the lineal sire, through further separation, of Peabody. The process of separation and division took about two centuries, the final separation occurring in 1855. At the time, the lands that today are known as Peabody were referred to as South Danvers. In 1868, the town was renamed "Peabody" in honor of its most illustrious citizen, the philanthropist George Peabody. The town became a city in 1916.

George Peabody's birthplace still stands on Washington Street, a shrine and a memorial to a man whose chief memorial is the work he accomplished in his lifetime. Born poor, he achieved great wealth in the trading of securities, helping to found the House of Morgan as well as his own dry-goods businesses. His early deprivations bred a sympathy for the poor in him. He devoted large amounts of time, effort, and money toward establishing educational institutions for the poor and toward the civic betterment of his home city. When his business dealings took him to London, he continued his charitable activities there.

His open-handed humanitarianism was recognized by Queen Victoria. She offered him a British barony and knighthood, which he refused, knowing that to accept would mean renunciation of his American citizenship. But in gratitude the Queen presented him a magnificent miniature portrait of herself, framed in gold. The famous Victoria Portrait, along with a host of other awards, honors, and memorabilia of George Peabody's life, now stands enshrined in the Peabody Institute Library, itself a testament to his generosity and public spirit.

George Peabody died in London in 1869. His body lay in state at Westminster Abbey, and then was reverently sent home on board a British warship. He lies in Harmony Grove Cemetery in his beloved native city, a city that loved him equally in return.

Peabody's industrial development began in 1639 with the establishment of the Dickerson tan-pits.



George Peabody, founder and benefactor of the city

From Dickerson's vats came more than leathers. They spawned an industry that was to make Peabody a name throughout the world. Tanning in America took root here, and Peabody rose to become the foremost leather city of the world. The nation's first grist mill was established here, as was the first glass-making factory in the New World. Potteries flourished after the War of 1812, the supply of English-made chinaware having been cut off by the war. Pequot sheeting began here; the old glue works have grown to become a major division of Eastman-Kodak, the Eastman Gelatine Corporation. Today, industry in Peabody has diversified, become modernized and efficient, but leather tanning still dominates the industrial mix.

One of the area's earliest settlers was Emanuel Downing, a British barrister who emigrated to the colonies, purchased land near West Peabody, and settled to a new life. One of his sons, George, was graduated from Harvard College in 1642 and returned to England, where he was appointed to high office and knighted by Charles II. His home in London has achieved some fame. Its address: 10 Downing Street.

Five Peabody men—then, of course, South Danvers men—were among the first to fall in the American Revolution, at the Battle of Lexington. Of the 874 Peabody men who served the Union cause during the Civil War, 71 did not return. A monument to their memory stands dominant over Peabody Square. Through succeeding wars, Peabody men proved their patriotism and many made the ultimate sacrifice.

Peabody people have sacrificed themselves to less glorious causes, as well. During the horrendous Salem witch trials, three Peabody residents were hounded out by fanatics to meet their end by the rope, the stake, or the stone-press.

Peabody's past demonstrates its intimate ties with New England, with America, with the world. The ties bind as firmly today, and this small city stands a proud part of the nation. It was, from the first, a peaceful haven from crowded urban places, a place of profit and opportunity. So it stands at present, and so it grows in the future.



COMET LEATHER FINISHING CO. INC.

Comet Leather Finishing Company, Inc., located on Fifth Street, in Peabody's newest industrial park, was founded and established by the "Lewalski Brothers"—Joseph, Alphonse, and Ted—all native Peabodyites, with over 50 years' experience to their credit in the finishing of fine leathers for the shoe, bag, boot, and leather novelty trade...

After many years of hard work, strong will, and determination, the Lewalski Brothers were successful in realizing a long awaited "dream come true," when their new plant (pictured), was built in 1964. This plant covers 40,000 square feet of space and is fully equipped with the most advanced machinery specifically designed to finish all types of leathers. Only the finest methods and techniques are used to achieve more flexibility, versatility, colors, and effects on any given piece of leather... in exactly the manner desired.

Although two of the Lewalski Brothers have since passed on, Alphonse, July 22, 1969, and Joseph, January 9, 1970, Ted Lewalski is still operating this plant with the full knowledge and know-how the many years' experience he shared with his brothers has provided...

Fifth St., Peabody Industrial Park, Peabody
Phone (617) 531-4060





WARREN FIVE CENTS
SAVINGS
BANK of Peabody
 PEABODY, MASSACHUSETTS 01960

How to stay young at the age of 118 years . . . think young . . . think new . . . think to the future!

The men who founded this Mutual Savings Bank would be so surprised by what's going on here today. We've taken advantage of every new banking development to offer our customers the best services.

Today, you get your choice of savings accounts and we will lend money for just about any worthwhile purpose you can think of. We also have three locations for your banking convenience, with hours tailored to your needs.

And . . . we're always thinking of new ways to serve you all the time. Your savings are insured in full under Massachusetts law.

10 Main St., Peabody

Phone 531-0510

North Shore Shopping Center, Peabody

Phone 531-2500

Russell Plaza, Peabody

Phone 531-5400